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Recently Revealed Rigid Rectangular Receptacle!

That sounds a lot more important than simply saying "New Box."
And we think the new Merit Ultra Lights Box is important. Because it's a convenient new way to carry an ultra light with a difference. Taste. Thanks to Enriched Flavor,™ Merit Ultra Lights delivers real, satisfying taste and very little tar.
And isn't that important to you?

Enriched Flavor,™ ultra low tar. A solution with Merit.

New Merit Ultra Lights Box.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Source: https://www.industrydocuments.ucsf.edu/docs/mqjx0001

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